



New Market Developer

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A Michigan Department of Agriculture and Rural Development Publication Linking You to the Potential of Overseas Markets

Jamie Zmitko-Somers | zmitkoj@michigan.gov
International Marketing Manager

www.foodexport.org | www.michigan.gov/agexport | www.twitter.com/MIAgExport | www.fas.usda.gov

UPCOMING EVENTS

Midwest Buyers Mission
July 25 - 29
Columbus, Minneapolis,
& Chicago
[CLICK HERE](#)

Webinar: "How to Follow Up
on Foreign Buyer Leads"
August 4
2:00 pm CDT
[CLICK HERE](#)

"Prepare for Export
Success" Seminar
August 9
East Lansing
[CLICK HERE](#)

Focused Trade Mission to
Canada for Specialty and
Natural Products
September 12 - 14
Toronto, Canada
[CLICK HERE](#)

Food Export
Marketing Forum
September 27 - 28
Boston, Massachusetts
[CLICK HERE](#)

Buyers Mission
at ANUGA
October 8 -12
Germany
[CLICK HERE](#)

For a full listing of upcoming
events, visit www.FoodExport.org

Cherry Central, Inc. named 2010 Agriculture Exporter of the Year



The Michigan Department of Agriculture and Rural Development (MDARD) has selected Cherry Central, Inc. of Traverse City, MI, as the "Michigan Agriculture Exporter of the Year."

The company was honored in Lansing at a Lansing Agriculture Club Breakfast and the Michigan Commission of Agriculture and Rural Development meeting for its ability to expand into new markets and significant export sales growth over the last three years, among other achievements.

Cherry Central has seen an increase of over 20% in their export business in 2010 and makes products in Michigan from Michigan grown products including apples, blueberries, cherries, asparagus and cranberries. They began exporting in 1973 and currently sell products to customers in over 20 countries.

The award review committee consisted of representatives from the VanAndel Global

Trade Center, Comerica Bank, Michigan Farm Bureau and Michigan State University.

The decision was based upon several factors including marketing plans and ability to expand into new markets, alliances with other organizations and exports sales growth over the last three years. To be eligible, the products also had to be more than 50 percent grown, processed or manufactured in Michigan.



Dick Bogard, President and CEO of Cherry Central Inc. is pictured here with Governor Rick Snyder. Also pictured, Jamie Zmitko Somers International Marketing Manager at MDARD and Keith Creagh Director of MDARD.

MI Companies attend NRA



Ten Michigan companies participated in the Michigan Pavilion at the American Food Fair at the National Restaurant Association (NRA) Show in Chicago from May 21 - May 24.

Michigan companies reported an expected \$2,350,000 in export sales and \$13,280,000 in domestic sales due to leads from the NRA show.

It was also reported that over 620 new contacts and leads were made at the show. For information on the 2012 show contact Jamie Zmitko-Somers at (517) 241-3628.



Page Two A closer look into markets and services

Market Spotlight: CARIBBEAN

The Dominican Republic is the third largest market for high value products in the Western Hemisphere, after Canada and Mexico, and has become more competitive for U.S. products with the CAFTA-DR agreement. Imports constitute about 40% of all food products consumed in the Dominican Republic.

The Dominican Republic's retail and food processing sectors are important markets for U.S. products, especially pasta, meat and dairy products, edible oil, beer, juice, and soft drinks.

In the broader Caribbean basin, tourism has recently picked up, sparking increased demand for U.S. food imports along with it. Demand is highest for consumer-oriented food products, especially poultry, red meats, snacks, dairy products, processed foods and vegetables.

The Caribbean islands must import the majority of their food products, and the U.S. is the largest supplier of those products to the region. 30% to 40% of imports from the U.S. are directed toward the hotel,

restaurant, and institutional (HRI) sector, while 60% to 70% go to the retail sector.



Tap into the opportunities available in these markets by joining MDARD at America's Food and Beverage Show. A Michigan Pavilion for companies selling products that utilize specialty crops will be available for \$1000. Participants receive display and meeting space, a directory listing for the company, and one-on-one meetings with international buyers. To register contact Jamie Zmitko-Somers at zmitkoj@michigan.gov.

SEMINAR OPPORTUNITY

Learn how to become "Export Ready"

The Michigan Department of Agriculture and Rural Development with Food Export Association will host a one day seminar covering the basics of exporting. The seminar is scheduled for August 9 at the Kellogg Hotel and Conference Center in East Lansing. The featured guest speakers include Dennis Lynch of Food Export and Martha Gabrielse of JPMorgan Chase. Come learn how to: follow up on trade leads, create an export quotation, mitigate risk and finance your exports. Discover market entry strategies and potential opportunities for Michigan companies. [CLICK HERE](#) to Register!

Food Export Marketing Forum coming to Boston

The 2011 Food Export Marketing Forum will take place September 27-28 in Boston, Massachusetts. The forum will host a series of educational sessions to help participants learn more about over 20 international markets and the growing demand for American products.

Each company will gain insight into opportunities for products when meeting with in-market representatives from around the globe. Additionally, Food Export will have preselected importers for one-on-one meetings at a buyer's mission.

For more information on the Food Export Marketing Forum [CLICK HERE](#) or call Jamie Zmitko-Somers at (517)241-3628.

Discover New Buyers With FAS

The Michigan Department of Agriculture and Rural Development (MDARD) is working with the United States Department of Agriculture (USDA) and Foreign Agricultural Service (FAS) trade lead system to help your company discover new buyers and innovative markets.

If you receive an email from a foreign office, such as Agricultural Trade Office (ATO) Korea or ATO Japan, please take action. Your company is receiving the email and trade lead because MDARD nominated your company based on your products.

Randall Green is currently managing the FAS trade lead system, so it is likely that emails will also come from him. Please take these emails seriously as they are a service offered by the USDA and MDARD.

By responding through the trade lead form that is sent, it allows the foreign agent to better understand your ability to serve the needs of their local buyer and will encourage them to contact you for follow-up and a potential introduction to the buyer.

If you have questions about the FAS

Trade Lead System please feel free to contact Jamie Zmitko-Somers at (517)241-3628.



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Exporting Questions?
Contact Jamie Zmitko-Somers at (517)241-3628 or e-mail zmitkoj@michigan.gov

Newsletter suggestions?
Contact Elizabeth Krhovsky by e-mail at KrhovskyE@michigan.gov